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Message Text

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PAGE 01 STATE 310414
ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 R

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COM/BIC/OIM/JRSOUSANE/ACTG.CMM
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----------240722Z 115040 /20
R 232200Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY BANGKOK

UNCLAS STATE 310414

E.O. 11652: N/A

TAGS:BEXP: TH

SUBJECT: FY-1978 COUNTRY COMMERCIAL PROGRAM - THAILAND

REF: (A) BANGKOK 12674; (B) STATE 292385; (C) BANGKOK

32737; (D) USDOC 20964

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO THE PRELIMINARY FY-1978 C.C.P. INPUTS SUBMITTED PER REFTEL A. IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT CONTRIBUTION TO THE FY-1978 PROGRAM.

2. EXCEPT AS NOTED IN PARA. 3 SUGGESTED CAMPAIGNS AND OTHER SPECIAL ACTIVITIES CONTINUE TO CONSTITUTE BEST APPROACH TO PREMIUM MARKET OPPORTUNITIES ON BEHALF OF U.S. INDUSTRY.

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3. DUE TO OIM PROGRAM LIMITATIONS THE TECHNICAL SALES SEMINAR ON ENERGY AND FLUID TRANSFER SYSTEMS, SCHEDULED FOR APRIL 1977, HAS BEEN CANCELED.

4. IN SUPPORT OF POSTS' CAMPAIGN ON BUILDING EQUIPMENT AND MATERIALS, OIM HAS SCHEDULED A TRADE MISSION FOR

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JUNE 1978. SINCE THE NEW FIVE-YEAR PLAN INTENDS TO DEVELOPE INFRASTRUCTURE, IN PARTICULAR, ELECTRIC GENERATION AND TELECOMMUNICATIONS, THIS SHOULD BE A PARTICULARLY ACTIVE AND FRUITFUL MARKET. CCP SHOULD INCLUDE PROVISION FOR POST TO CONDUCT MARKET BRIEF,D NOVEMBER 1977, IN SUPPORT OF PLANNED TRADE MISSION. ALSO, COULD POST INFORM US OF THE MAIN FOCUS OF THIS CAMPAIGN?

5. ALTHOUGH OIM DOES NOT HAVE AN ACTIVITY PLANNED IN SUPPORT OF POST CAMPAIGN ON HOSPITAL EQUIPMENT AND MATERIALS WE CONCUR WITH POST JUDGEMENT OF OPPORTUNITIES FOR U.S. INDUSTRY.

6. SEE REFTEL D FOR OIM COMMENTS ON TIMBER PROCESSING EQUIPMENT TRADE MISSION SCHEDULED FOR NOV. 1977 AND TEXTILE EQUIPMENT TECHNICAL SALES SEMINAR.
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Decaption Note:
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Disposition Date: 01 JAN 1960
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